



AN ANALYSIS OF LANGUAGE STYLE IN ONLINE FACEBOOK TRANSACTIONS (BUY- SELL NEW AND SECOND MOBILE PHONE SPECIAL BANDUNG AREA AND SURROUNDING AREA OF BANDUNG)

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ABSTRACT

This study aims to analyze the meaning of language style used by each member in the group of buy- sell new and second mobile phone special Bandung area and surrounding area of Bandung based on the structure of the sentence and directly or not the meaning used by members of Buy- Sell New And Second Mobile Phone Special Bandung Area And Surrounding Area Of Bandung. The language styles are meant for whether the use of smoothed language styles or euphemisms, hyperbolic, vulgar, or otherwise. Types of data sources used in this study is data posting and comments taken from the group of Facebook. This research uses qualitative method with sampling technique used is purposive sampling. The data was obtained by copying the posting and commenting of group members and translating sentences from Sundanese to Indonesian. The data analysis was done using the research indicator, there are the language style of the speaker's side, the style of language in terms of usage, and the style of language in terms of formality.

KEYWORDS: Style of language, Social media, online shop, Facebook, Sociolinguistic.

INTRODUCTION:

Language is a purely human and non- instinctive method of communicating ideas, emotions, and desire by means of a system of voluntarily produced symbols (Edward Sapir 1921: 7). Conceive of language as system of arbitrary vocal symbols used for human communication (e.g. Ronald Wardhaugh, 1978:3). Language as an instinct, in another sense – as a manifestation of an ability that is specific to human (Noam Chomsky 1965). The use of the language style itself is influenced by several factors. The factors that influence it are; social, educational, age, gender, and regional levels. According to Whorf (1956: 213), we dissect nature along line laid down by our native language. Chaer in Suci Tohari (2012) says that Language is unique, unique means to have specific characteristics that are not owned by other languages. Language is very interesting and different every speaker (Kartono, 2014). Through this paper is expected to be able to see in depth the style of language used in the group of Buy- Sell New and Second Mobile Phone Special Bandung Area and Surrounding Area of Bandung.

The language style is used to elicit a certain reaction, to generate a thought response to the reader (Pradopo, 2012: 93). Another opinion says that style is the way of expression of a characteristic for an author (Wiyatmi, 2008: 42), so it can be said that the style of the language contains the distinctive words of a writer to cause a certain effect to the reader.

According to Suyanto in Rian Diasti (2013), Variety of languages is a variation of language according to different usage, according to the topic in question, according to the speaker's relationship, the companion, the person in question, and according to the medium of conversation. Many ways can be used to convey something. There are ways that use symbols (metaphorical majesty, personification), there are ways that emphasize subtlety (figure of speech euphemism, litotes), and many more other figure of speech.

To produce a good sales method, the sellers must be clever in choosing words that are relevant to the items they want to sell. According Keraf (2009) style of language is a way of expressing the mind through language that typically shows the soul and personality of the author or user. According Keraf (2009) also an interesting style can be measured through several components, namely variation, healthy humor, good understanding and vital energy, and imagination or imagination. Sales will be more interesting and do not make buyers bored because of the varied style of language used and the selection of the right words with what you want to sell. In this study, the authors restrict the style of language and the meaning of language style used by the seller in the group of buy- sell new and second mobile phone special Bandung area and surrounding area of Bandung.

Based on the explanation of the above problem, the general purpose of this research is to analyze the meaning and style of language used in the group of buy- sell new and second mobile phone special Bandung area and surrounding area of Bandung.

RESEARCH METHODOLOGY:

This research uses qualitative method with sampling technique used is purposive sampling. The research data is in the form of discourse posted and commented by group members. Data collection and analysis used three research procedures namely, data provision, data analysis, and presentation of data analysis results (Sudaryanto in Riani 2016). Provision of data is done by recording the post containing the sale and purchase. Analyzing the data used discourse theory, the use

of language (sentence, diction, and writing), and speech acts.

RESULTS AND DISCUSSION:

This research is done in the group of buy- sell new and second mobile phone special Bandung area and surrounding area of Bandung. The data was obtained by copying the posting and commenting of group members. After the data has been collected, the researcher identifies the age, educational and social background in words or sentences in the posts and comments of the group members and analyzes the data with the research indicator, i.e. the language style of the speaker's side, the style of the language in terms of usage, and the style of language in terms of formality.

Language style in the group of buy- sell new and second mobile phone special Bandung area and surrounding area of Bandung are very diverse. Here are the styles of language used in the group.

1. In terms of speakers, the style of language used by the seller are idiolect, dialect, and basilect. Sellers with diverse educational backgrounds, ages and professions, so sellers always use a style of language that suits their own background;
2. In terms of usage, the style of language used by sellers and buyers is the style of journalism language that are simple, communicative, and concise;
3. In terms of formality, the style of language used by the seller is semiformal, casual style and business style. In terms of means, the style of language used by sellers and buyers is the style of writing.

Language Variations in terms of speakers:

a. Idiolect:

Idiolect language style with language choice, word choice, language style and sentence arrangement. Some of the speeches that use idiolects are as follows:

1. The HP Samsung S4 replica lacks a touch screen crack. But it still works. Battery is damaged. Please quote the highest price 0898692xxxxx Location Pajajaran.
2. want sell ss galaxy core duos one, kara little battery problem will be sold with price 500 please brief description spec 1 gb ram, camera 5 / VGA, android operating system jellybean.
3. Want to trade to the higher specifications that have 4G 5 inch screen plus 300, which can be like how the title of completeness HP Charger only. Andromax sorry please kindly edge first.

From the quotation above, in the speech number two speakers using word choice related to the Arabic language is a meaningful dowry with the cost. As for speakers number three using the style of the word language please which is part of the contents provide information not to participate in this conversation.

The style of language used tends to use climactic language style begins with light information up to the subject of the conversation.

b. Jargon:

Social language styles used in a limited way by certain social groups and not con-

fidential. Some quotes of sellers and buyers using jargon are as follows:

1. 2Mobile phone friend help edition want to be 1 android the BB Onix 1 andromax Ad688G HP condition like in photo, minus camera andromax not working. please for those interested gan / sist W.A08131230xxxx



2. Joining for sustenance yes who knows there is interest. want to sell HP astus zenfone go. HP alone cation price 6750 please, negotiable.

3. T1J advance tab ready for use minus there is the same blue top blot the card cover does not exist. Bonus silicon condom. the other is normal price 400 negotiable location Pajajaran 08953339xxxx

From the above quote can be seen that speakers use jargon. Jargon style language at number one is marked with the word “gan / sist” which is a jargon in online trading and has been agreed by the seller or buyer based online in Indonesia. Jargon style of language in speech number two is marked with the word “nego” which means marked with words can be negotiable or still can be less the price that should be. Jargon style of language for speech number three is marked with condoms and silicon.

c. Dialect:

The language style of a relative number of speakers, located in one place, region or area. Some of the language-style quotes that use dialect are as follows:

1. have Rp. 100.000, - want to be a mify GSM modem that has 4G,
2. Please who have a Samsung flip, please write a comment,
3. Edition of citizens help, please who have Samsung fold please offer.



From the above quote can be seen that speakers use dialect Bandung. By using the word, gaduh, wargi, amparin, hoyong, janten. The use of dialect indicates that speakers are in a certain region of Bandung- West Java.

CONCLUSIONS AND SUGGESTIONS:

a. Conclusions:

Based on the research that has been done, the results of language research In the group of buy- sell new and second mobile phone special Bandung area and surrounding area of Bandung can be concluded as follows.

1. In terms of speakers the style of language used by sellers and buyers is idiolect, jargon and dialect.
2. In terms of usage, the style of language used by sellers and buyers is the style of journalism language that is simple, communicative and concise.
3. In terms of formality, the style of language used by sellers and buyers is relaxed.
4. In terms of means, the style of language used by sellers and buyers is the style of writing language

b. Suggestions:

Based on the results of the study and discussion that have been described in the previous section, the researchers suggest the following points:

1. For the academicians the results of this study are expected to be a reference material for further studies of a kind.
2. For the sellers in this group can make reference materials to sort and consider the form of language style and the meaning of the style of language

used to attract buyers.

3. For teachers, this research is expected to be a reference for teaching related to interesting sales

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